

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2018/2019

**BMR 2024 – UNDERSTANDING CONSUMERS**

( All sections / Groups )

16 OCTOBER 2018

2.30 p.m - 4.30 p.m

( 2 Hours )

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### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages with 5 Questions only.
2. Attempt **FOUR (4)** out of **FIVE (5)** questions . All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

**Short Essay**

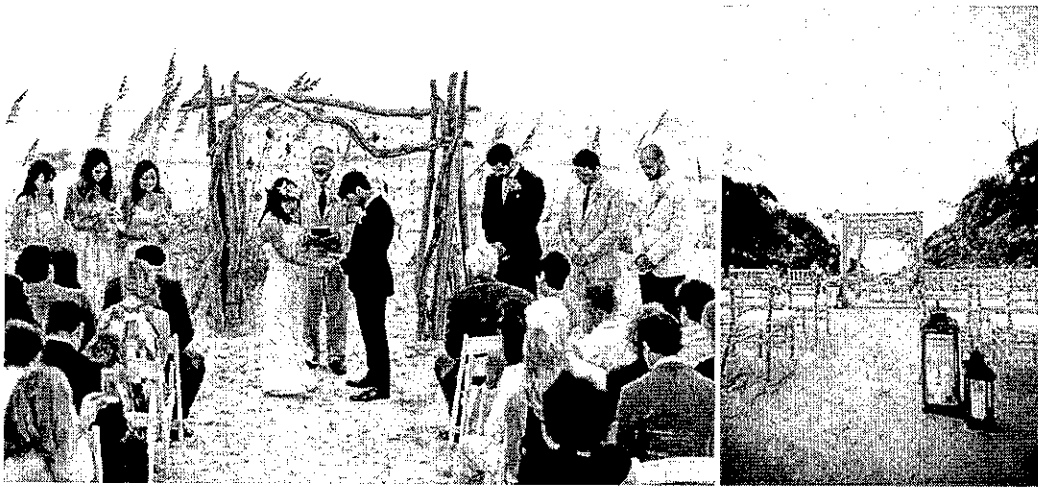
Answer any **FOUR (4)** questions only.

**Question 1**

- a) It is undeniable that customer loyalty is vital for long-term customer relationships. Why it is more expensive to win new customers than to retain existing ones? Explain **FOUR (4)** reasons in detail.

(16 Marks)

b)



Source: BeautifulDay's website

- i) Based on the above image, what ritual is this? (2 Marks)  
ii) Do marketers consider this ritualistic behaviour as another opportunity to create market offerings? (7 Marks)

(Total: 25 marks)

**Question 2**

- a) There is a consumer behaviour concept related to a consumer's personality of "openness to experiences" to a new market offering. What is the concept and explain it thoroughly with examples. (10 Marks)

Continued .....

- b) Some marketers succeed in the market place by confusing the consumers with “me-too” products. In your opinion, what is this strategy? Explain **THREE (3)** strategic applications for this strategy to be successful. (15 marks)

(Total: 25 marks)

### Question 3

- a) Consumer perception of risk varies, depending on the person, the product, the situation, and the culture. However, consumers can also reduce perceived risk. What are the **THREE (3)** methods to reduce purchase-related risk? (15 Marks)

- b) The image below shows Dato' Lee Chong Wei (a well-known Malaysian professional badminton player) in a 100 Plus advertisement. Based on your understanding, what consumer behaviour strategy was applied when including him in the advertisement and why?

(10 marks)

(Total: 25 Marks)



Source: Dato' Lee Chong Wei's official Facebook

Continued .....

**Question 4**

For this question, please refer to the short scenario as below:

*Many children have been educated to offer seats on a bus to older persons because older persons are generally physically weaker. One day, Augustine, on board a bus, saw an elderly man standing in the aisle. He offered his seat to him, but this man refused the offer stating that he was once a state athlete. Augustine felt ignorant and guilty....*

- a) In your opinion, what is this perception? Briefly explain it by referring to the above scenario. (5 Marks)
- b) What are the **THREE (3)** factors that probably trigger the perception mentioned in Question 4 (a)? (15 Marks)
- c) Based on your understanding, should Augustine feel guilty? (5 Marks)

(Total: 25 marks)

**Question 5**

- a) In the consumer behaviour, it is argued that people's attitudes are shaped by "functions". Changing people attitudes should be done by assessing their specific functions. Explain the **FOUR (4)** functions in detail. (16 Marks)
- b) In countries like China, children viewed as "six-pocket receivers". The consumer behaviour experts claim that children should be viewed as another promising segment in the market. What are the **THREE (3)** markets of children that marketers can target? (9 Marks)

(Total: 25 marks)

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